

## Message Text

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PAGE 01 BAGHDA 00361 220714Z  
ACTION NEA-10

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AMEMBASSY JIDDA PRIORITY  
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AMEMBASSY MANAMA

UNCLAS BAGHDAD 0361

ATHENS FOR RTDO, JIDDA FOR RUAN

E.O.11652: N/A  
TAGS: BEXP, IZ  
SUBJECT: IRAQ: EDP TECHNICAL SEMINAR: WRAP-UP REPORT

REF: USDOC REPORTING GUIDELINES FOR TECHNICAL SALES SEMINAR

1. SUMMARY: EDP SEMINAR WAS WELL-RECEIVED BY IRAQI GOVERNMENT. THEAM MEMBERS ASSESS IRAQI MARKET AS OFFERING EXCELLENT LONG-TERM BUSINESS PROSPECTS. END SUMMARY.

2. SEMINAR SESSIONS. NATIONAL COMPUTER CENTER (NCC) INVITED A BROAD RANGE OF IRAQI OFFICIALS FROM VARIOUS MINISTRIES TO ATTEND EDP SEMINAR. SIXTY-THREE ATTENDED FIRST DAY: FIFTY-THREE THE SECOND DAY: AND FIFTY-ONE THE THIRD DAY. MOST ATTENDEES HAD ADVANCED TRAINING IN THE FIELD AND OCCUPIED POSITIONS OF RESPONSIBILITY. SEMINAR SESSIONS WERE HELD 5:00 - 7:00 P.M. EACH DAY TO LEAVE NORMAL 8:00 - 2:00 P.M. IRAQI WORKING DAY OPEN FOR BUSINESS OPPORTUNITIES. AUDIENCE LISTENED TO SEMINAR PRESENTATIONS WITH RAPT ATTENTION, AND DURING ALL THREE UNCLASSIFIED

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SESSIONS ASKED QUESTIONS CONCERNING TOPICS OF SPECIAL INTEREST. PRESENTATION OF HONEYWELL REPRESENTATIVE, WILL KING-GILLIES, SPARKED PARTICULAR INTEREST.

3. BECAUSE OF IRAQI INTEREST IN MINI-AND MICRO-COMPUTERS, BOEING REPRESENTATIVE, GEORGE ARROWSMITH, GAVE WELL-RECEIVED EXTEMPORANEOUS PRESENTATION DURING THIRD SESSION.

HIS REMARKS REPLACED PRESENTATION ON THIS TOPIC BY DATA GENERAL CORPORATION, WHOSE REPRESENTATIVE WAS STRANDED IN ATHENS FOR LACK OF AN IRAQI VISA, WHICH HE DID NOT RECEIVE UNTIL LAST DAY OF SEMINAR.

4. BUSINESS TRANSACTED. DURING NORMAL IRAQI WORKING DAY, EDP SEMINAR CHAIRMAN AND PARTICIPANTS HAD TWENTY-THREE APPOINTMENTS, INCLUDING 1-1/2 HOUR SESSION WITH DIRECTOR GENERAL BAYATI OF THE NATIONAL COMPUTER CENTER. ALL TEAM MEMBERS ASSESSED MARKET AS HAVING EXCELLENT BUSINESS OPPORTUNITIES, AND PLAN TO RETURN TO IRAQ TO FOLLOW UP CONTACTS. POSSIBLE SPIN-OFFS FROM SEMINAR INCLUDE FIVE FOLLOW-ON SEMINARS ON SPECIFIC ASPECTS OF EDP TO BE ARRANGED BY ELECTRONIC DATA SYSTEMS, HONEYWELL, MEMOREX, BOEING, AND, EVENTUALLY, CODEX. IN ADDITION, CHAIRMAN SIMMONS REINFORCED IRAQI INTEREST IN ATTENDING NATIONAL COMPUTER CONFERENCE TO BE HELD IN DALLAS IN JUNE. MOST LIKELY IRAQI ATTENDEES WOULD BE NCC OFFICIALS NOW IN U.S. FOR TRAINING. NCC REGISTERED ALL FIRMS FOR RECEIVING TENDERS. SEMINAR COORDINATOR RUAN WILL REPORT IN SEPTTEL INFORMATION CONCERNING AGGREGATE IMMEDIATE AND PROJECTED SALES.

5. HOSPITALITY. ON EVENING AFTER FIRST SEMINAR SESSION CHAIRMAN HOSTED RECEPTION FOR SEMINAR ATTENDEES AT DAR AL SALAM HOTEL. APPROXIMATELY 60 PERSONS ATTENDED, INCLUDING 40 IRAQIS. AMONG OTHER PARTICIPANTS WERE USINT PRINCIPAL OFFICER. SECOND DAY, NCC HOSTED LUNCHEON FOR EDP TEAM AND IN EVENING PROMINENT LOCAL BUSINESSMAN, UNCLASSIFIED

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ABDUL WAHAB AL-BUNNIA, HOSTED DINNER FOR SEMINAR MEMBERS. THIRD EVENING, USINT PRINCIPAL OFFICER GAVE RECEPTION AT HIS RESIDENCE FOR TEAM MEMBERS, LOCAL IRAQI AND FOREIGN BUSINESSMEN CONCERNED WITH COMPUTER FIELD, AND MEMBERS OF THE DIPLOMATIC CORPS. SEMINAR TEAM VALUED EVENTS AS PROVIDING SOCIAL OCCASIONS TO DISCUSS EDP TOPICS IN RELAXED ATMOSPHERE WITH NCC OFFICIALS AND OTHERS.

6. CHAIRMAN'S MEETINGS. CHAIRMAN DID NOT FOLLOW SPECIAL SCHEDULE.

7. SEMINAR PUBLICITY (MARKET PROMOTION): INFORMATION ABOUT THE SEMINAR WAS DISSEMINATED BY NCC, WHICH WAS RESPONSIBLE FOR INVITING AGENCIES OF THE IRAQI GOVERNMENT PARTICULARLY CONCERNED WITH EDP.

8. BUDGET: INFORMATION WILL BE PROVIDED LATER.

9. FURTHER COMMENTS TO BE SUBMITTED IN SEPTTEL.

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